

SYSTEM AND METHOD FOR SERVING PATRONS OF
RESTAURANTS AND BARS

ABSTRACT OF THE DISCLOSURE

A computerized system and method for processing an order for food and/or drink without requiring a waiter or waitress to take the order is improved by incorporating an advertising scheme into the system whereby advertisements are selected by

5 an establishment server having a customized data base, said selection being based on any combination of various parameters, such as patron identity, ordered menu items, time of day, etc. and then communicated to the interactive stations from which patrons enter their orders for electronic display

10 thereon. A plurality of establishment servers may be connected to a central server and the central server may control the entirety of the advertising process by selecting the ads to be stored in each establishment server data base as well as the parameters governing the selection process.